

Claims:

1. (original): An interactive video origination system employing a layered architecture, such system enhancing video content through associated computer data, one of said layers including a watermark encoder for in-band watermarking of the video content with said associated computer data.

2. (original): An ATVEF-compliant system according to claim 1.

3. (original): An interactive video consumer system employing a layered architecture, such system providing enhanced consumer experience through computer data associated with video content, one of said layers including a watermark decoder for decoding said computer data from in-band video content.

4. (original): An ATVEF-compliant system according to claim 3.

5. (previously presented): An interactive video origination system employing a layered architecture comprising at least four layers, a lowest layer of the architecture being customized to particular hardware being used, and higher layers being progressively more independent of the hardware so as to offer hardware-independent interfaces for interacting with the system, the architecture including at least a physical layer, a network layer, and an application layer, such system enhancing video content through associated computer data, wherein a watermark encoder for in-band watermarking of the video content with said associated computer data is included in said physical layer.

6. (previously presented): An interactive video consumer system employing a layered architecture comprising at least three layers, a lowest layer of the architecture being customized to particular hardware being used, and higher layers being progressively more independent of the hardware so as to offer hardware-independent interfaces for interacting with the system, the architecture including at least a physical layer and an application layer, such system providing enhanced consumer experience through computer data associated with video content, wherein a watermark decoder for decoding computer data from in-band video content is included in said physical layer, or in an intervening higher layer, but not so high as to be included in said application layer.

7. (previously presented): The system of claim 6 wherein said watermark decoder is provided in said physical layer.

8. (previously presented): The system of claim 6 wherein said watermark decoder is provided in a link layer.

9. (previously presented): The system of claim 6 in which the interactive video consumer system also includes a decoder for obtaining computer data transmitted with the video by multicast IP transmission.

10. (previously presented): The system of claim 6 wherein said watermark decoder is provided in a consumer set-top box.

11. (previously presented): A video system employing a layered architecture comprising at least four layers, a lowest layer of the architecture being customized to particular hardware being used, and higher layers being progressively more independent of the hardware so as to offer hardware-independent interfaces for interacting with the system, the architecture including at least a physical layer, a link layer, a network layer, and an application layer, wherein a watermark processor is included in said physical layer, so that said application layer can make use of watermark functionality without regard to the particular physical implementation of said watermark processor.